



WTIC-TV

ORDER

Print Date 10/24/12 Page 1 of 2

Flight Dates 10/22/12-10/28/12

Contract / Revision 396437 - 3

Original Date / Revision
10/03/12 10/24/12

Advertiser A Roraback/R/5th D/Cong

Agency Jamestown Associates

Buying Contact

5 Mapleton Road
Suite 300
Princeton, NJ 08540Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product
RORABACK FOR CONGRES

Agency Com 15%

Billing Contact
5 Mapleton Road
Suite 300
Princeton, NJ 08540Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # REP-DISTRICT 5

Alt Order # 06327547

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Order Share 10% Market Value 94450

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	39%	36835
4WVIT	21%	19834
5WTNH	30%	28335
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	23	\$8,028.25	\$9,445.00	0.00	10/01/12	10/24/12	23	\$8,028.25	\$9,445.00
Totals	23	\$8,028.25	\$9,445.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 13	61	10/22/12	10/24/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTW----	:15/:15	3	\$275.00	01	0.00	BK	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					3	\$275.00		0.00			
E 14	61	10/22/12	10/24/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTW----	:15/:15	3	\$175.00	01	0.00	BK	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					3	\$175.00		0.00			
E 15	61	10/22/12	10/24/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTW----	:15/:15	2	\$110.00	01	0.00	BK	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					2	\$110.00		0.00			
E 16	61	10/22/12	10/24/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTW----	:15/:15	6	\$225.00	01	0.00	BK	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTW----					6	\$225.00		0.00			
E 17	61	10/22/12	10/24/12		CM	7p-730p	MTW----	:15/:15	1	\$800.00	01	0.00	BK	1	\$800.00



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Contract / Revision **396437 - 3** Flight Dates **10/22/12-10/28/12**Hiatus DatesOriginal Date / Revision 10/03/12/ 10/24/12Order Sep 00:15:00Advertiser **A Roraback/R/5th D/Cong** Product **RORABACK FOR CONGRE!** Estimate # **REP-DISTRICT 5**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7p-730p											
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTW----	1		\$800.00		0.00						
E 18	61	10/22/12	10/24/12	M-F 5p-6p	CM	5p-6p	MTW----	:15/:15	2	\$200.00	01	0.00	BK	2	\$400.00
				M-F 5p-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTW----	2		\$200.00		0.00						
E 19	61	10/22/12	10/24/12	M-F News at Ten	CM	10p-11p	MTW----	:15/:15	3	\$1,400.00	01	0.00	BK	3	\$4,200.00
				News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTW----	3		\$1,400.00		0.00						
E 20	61	10/22/12	10/24/12	M-F News at 11pm	CM	11p-1135p	MTW----	:15/:15	3	\$375.00	01	0.00	BK	3	\$1,125.00
				News at 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTW----	3		\$375.00		0.00						
Totals														23	\$9,445.00